

## Additional Tactical Ideas for Virginia Slims Planning Document

### V-Wear

- Broaden Collection offerings
  - ✓ Sportswear/casual wear
  - ✓ Additional accessories (in collection or at retail)
- Sweeps overlay
  - ✓ Redeem to enter, win trip to NY fashion shows and shopping spree with consultant (potential tie in with publication). This could be executed at retail, in Media one sites as incentive to respond and in a slightly more "special" version for Slims Club.
- OOH support (*Similar to Sears*)
- Gain retail visibility through V-Wear shows at key outlets. Like MB's Van program, provide incentive items with purchase.

### Slims Club

- Year-long sweeps overlay - mentioned in all mailings, redeem coupon or order V-Wear to enter. Possibly a "You've come a long way" (working title) contest highlighting smokers with the longest membership.
- Free, unexpected gift(s) to best redeemers to build loyalty (in line with "Preferred Customer" treatment). Could deliver with redeemed items as special thanks or in special follow-up mailing.
- Special package for specific audiences - could include preview gift, fashion video or fabric swatches from collection
- Develop new name welcome package to push involvement (include a low UPC/high perceived value item to incent immediate participation). (*Rapid response ---*)
- Special targeted "herd" mailings (in line with new ads) such as "Average Joe" message to Camel smokers *competition* → *offensive program*

### POS/Visibility/Misc.

- Rolly-pollies
- Pack and carton shaped displays (gravity-feed) in appropriate outlets → *similar to vending*
- Opinion Poll-type questionnaire
  - ✓ Delivered at retail or as a carton stuffer to create involvement.
  - ✓ Another variation would be to develop an on-line version of this for events, bar nights or special retail visits. Your answers would be compared to total survey responders and printed out. Free branded merchandise opportunity too. (Could also make it a total audience game and post results (men vs. women) to stimulate conversation and talk value at bar)
- Sponsorship of smoking lounges in malls.

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